

THE ECONOMIST ANNOUNCES THEIR FIRST PRE-INVENTORY SALE IN THEIR NEW HOME

Just one year ago The Economist's Removal Sale made a record. Our Pre-Inventory Sale commences

MONDAY, JANUARY 4, 1915

and beats all records. Every department must give up its share of values. The Ready-to-Wear Department in particular has announced "no merchandise carried over." Space does not permit us to enumerate all the values we will give during this sale, and many of the best values are not advertised. A visit will convince you.

WATCH THE DAILY PAPERS.

Ladies' Suits

Every Ladies' and Misses' Suit in our entire establishment has been priced for quick clearance at about half of the regular selling price. Long and short coated models in all of the new weaves, and almost every one of the much wanted colors are here for your selection, and enables you to select a suit at LESS THAN ONE-HALF.

Extra Special

75 Suits, all placed in one lot for a grand special clearance; many of these suits sold for \$25.00, and not one of them but what would be a value at \$19.50.

SPECIAL—

\$9.85

Extra Special

COTTON MESSALINE PETTICOATS, in green, blue, wisteria, Copenhagen and black.

SPECIAL—

29 cents

Ladies' Coats

Every one of our Ladies' Coats has been marked at less than actual cost, and all are here for your selection. An immense assortment of Coats has been placed in one lot; values to \$20.00.

SPECIAL—

\$9.98

Children's Coats

All of our large stock of Children's Coats must move. Every one of them is a new, nobby garment; the sale price will interest you.

Extra Special—One large assortment of Coats, sizes from 4 to 14, values to \$11.50.

SPECIAL—

\$4.98

RUMMAGE TABLES----RUMMAGE TABLES

66c

88c

\$1.48

\$2.48

An immense assortment of odds and ends, consisting of Ladies' and Children's Dresses, Skirts, Coats, Hats, Kimonos, Petticoats, etc., that must make room for other merchandise, have been placed upon tables and priced at a song, to move them quickly.

Immense Reductions

Cotton Petticoats
Silk Petticoats
Crepé Kimonos
Ladies' Bath Robes
Men's Bath Robes
Ladies' Suits
Misses' Suits

Children's Dresses
Ladies' Dresses
Misses' Dresses
Ladies' Coats
Misses' Coats
House Dresses
Dress Skirts

Extra Special

LADIES' HOUSE DRESSES, well made, in pretty patterns, stripes and checks, values to \$1.75.

SPECIAL—

98 cents

Ladies' Hats

Our Millinery Department has not been overlooked during this sale and every Trimmed Hat in our entire stock must give way.

Hats values up to \$ 5.00, special **\$1.88**
Hats valued up to \$10.00, special **\$3.95**
Hats valued up to \$13.50, special **\$4.95**

Extra Special

CHILDREN'S DRESSES—A beautiful assortment of Children's School Dresses, in chambray, gingham and percale, values to \$2.00.

SPECIAL—

98 cents

WATCH OUR WINDOW DISPLAYS

Ladies' Dresses

Our entire stock of Ladies' and Misses' Dresses go into this sale with an immense cut in prices. We are overstocked and though we are proud of the assortment we have to show you, they must move, as we have decided they shall not be carried over into the coming season. Silk and Wool Dresses that are up to the minute in style, Street Dresses, Calling Dresses, Party Dresses and Dancing Frocks have been cut to less than cost.

Extra Special

75 Wool and Silk Dresses have all been placed in one grand assortment for you to select from. Silk Dresses and Wool Dresses, many of them have not been in the house for more than two weeks, but must keep pace in the price reductions; values to \$25.00.

SPECIAL—

\$9.98

Extra Special

FURS FURS FURS
Every Fur in our store goes on sale at

33 1/3 % off

Pre-Inventory Sale Commences Monday, January 4, 1915

wards), stayed together and danced a la Tennesse. A tall Mormon friar in black and white robes (Elias Clarke), made the most of his escape from the monastery by dancing with rosy Turkish delight (Mrs. Frank Keefe). The dance opened at 9:30 when Mr. and Mrs. Arthur Seligman lead the grand march. Their costumes were in keeping with historic and fictitious characters who followed them. Mr. Seligman, chairman of the social committee, wore a suit of chain armor, representing a Teutonic knight. Mrs. Seligman's costume was conceded by all to be the most original present. She represented the Spirit of Christmas, with pointed cap and bells and costume which was a real Christmas tree, hung with stars and tinsel and dozens of lighted miniature electric bulbs in all colors.

No More Piles

Simple Home Remedy Easily Applied Gives Quick Relief—and Costs Nothing to Try.



Pyramid Pile Remedy gives quick relief, stops itching, bleeding or protruding piles, hemorrhoids and all rectal troubles, in the privacy of your own home. 50c a box at all druggists. A single box often cures. Free sample for trial with booklet, mailed free, in plain wrapper, on request to Pyramid Drug Co., 516 Pyramid Bldg., Marshall, Mich.

shield, was handed Mrs. E. C. Abbott for her white and crystal costume representing the Sultan's Favorite. After 1915 had begun the dancers repaired to the Santa Fe club where a delicious supper was served. But the call of the dance was too strong to keep the dancers in the club room very long. Needless to say the first hours of the New Year were devoted to hesitations and one steps, waltzes and Castle Walks.

Each costume deserved a paragraph but for its ingenuity and picturesque effect, but since there were many dozen costumes present there is space for only the mention of a few of the most striking. S. G. Morley and Frank Marron lined up with the suffragettes. Mr. Morley was suet, a sylph-like golden haired Salome that even his best friends failed to recognize the two eyes above the veil. Frank Marron, tiring of indoor sports, came as a breezy tennis girl and flanked the beholders by his striking resemblance to a local matron, G. H. Van Stone was a waiter; Eleanor Marron wore the fringed draperies of a Spanish senorita; Miss Johnston, Miss Bristow and T. N. Espe walked over the dykes in their wooden shoes from Volendam; Albert Connell wore the black cape of Hamlet; W. J. Barker represented D'Artagnan; Mrs. Elias Clarke was a bewitching Pierrette; S. G. Cartwright was a Knight of the Holy Grail; Charlie Catron was the original Happy Holligan; Mrs. P. W. Parker and Mrs. S. G. Small came from a gypsy camp; Judge Wright was the prototype of Joe Anderson, the cowboy; Esauany star; Mrs. Brooks and Mrs. McDonald and Mrs. Collins were stately colonial dames; J. H. McDonald was a star end man in a scarlet dress suit; Mrs. McGilivray and Mrs. W. H. Bartlett represented autumnal Brian Bonn Dunne even wore the optimistic rubber gloves of a Red Cross surgeon; James Seligman was a circus clown; Mrs. Townsend, Mrs. Francis Wilson, Miss Elizabeth Massie and Miss Laughlin wore gowns made in the days of hoop-skirts; Frank Keefe was a nice little Buster Brown; Mrs. Charles Catron was a quaint French peasant girl.

NEW YEAR'S DINNER.
Dr. and Mrs. S. G. Small entertained at New Year's dinner at noon Friday at St. Vincent's sanitarium. The table was decorated with red roses. The guests were Major and Mrs. R. J. Palmer, Mr. and Mrs. A. B. Renahan, H. D. Moulton, Carl A. Bishop, D. Forest and Niel Lord.

time mansion. Mrs. Spencer will remain with Governor and Mrs. McDonald during the legislative session. Miss Helen Kelly, of Las Vegas, was house guest of Miss Ruth Laughlin last week, returning to her home Thursday morning. Miss Claribel Fisher, who has been spending the holidays with her parents, will leave for Colorado Springs tonight, where she will continue her studies at Colorado college. The Fiske house party was broken up Saturday when Rogers and Eugene left for Chicago and Miss Bunce and Wallace Fiske returned to Colorado. Mrs. George Zimmerman, of Fremont, O., was a house guest of Judge and Mrs. N. B. Laughlin during the past week, taking advantage of the Santa Fe stopover on her way from California. Harold Fullerton, who visited his brother Reese Fullerton during the holidays returned to Albuquerque Saturday where he is attending the state university.

AT THE WILLOWS.
Following the custom which has made New Year's calling in Santa Fe so enjoyable, a dozen of the most prominent and popular matrons received together at the beautiful home of Mr. and Mrs. A. B. Renahan, The Willows. The large rooms were appropriately decorated with the season's trophies of holly and mistletoe, while red roses surrounded the punch bowl in the dining room.

The ladies receiving at The Willows were Mrs. A. B. Renahan, Mrs. Arthur Seligman, Mrs. James Seligman, Mrs. S. G. Small, Mrs. R. P. Ervlen, Mrs. Walter Keefe, Mrs. Harry T. Heering, Mrs. James A. French, Mrs. Townsend, Mrs. J. A. Rolls and the Misses Greenwood of Frankfort, Pa.

CLASS BANQUET.
The third annual banquet of the Good Fellowship club of First Presbyterian church was held Friday evening and followed the other two banquets in being a great success. The banquet was held in the dining room of the Montezuma hotel, which was decorated with red and green. The class colors—red and white—were carried out in the masses of carnations which formed the center piece down the long table. Covers were laid for forty guests. At the delicious six-course dinner Prof. J. H. Wagner, assistant director of the class, rose as toastmaster and read the following telegram from Judge Pope, the director of the class: "Washington, Jan. 1.—Please convey my best wishes for the New Year. I trust that our sentiment for 1915, both as a class and as individuals, will be let us go forward and be more useful in helping the other fellow."

NEW YEAR'S RECEPTIONS.
Governor and Mrs. McDonald received from four to six o'clock New Year's afternoon and from eight to twelve New Year's evening at the executive mansion. Nearly a hundred guests came to give their New Year's greetings during the reception hours and to enjoy the cordial hospitality which has made the McDonald regime so enjoyable.

Mr. and Mrs. Truman Spencer of Carrizozo received with Governor and Mrs. McDonald in the drawing room which was made more pleasant with pink flowers. The National Guard band took their places in the upper hall early in the afternoon and played the liveliest of popular and national airs until nearly midnight tempting the younger callers to dance. The officers of the national guard and the members of the governor's staff who live in Santa Fe called dur-

ing the afternoon, attired in full regimentals. The glitter of gold lace and brass buttons gave the reception a decidedly military tone. In the afternoon the tea and coffee urns were presided over by Mrs. N. B. Laughlin and Mrs. J. W. Mayes, who were assisted by Eleanor Marron, May Spitz, Grace Johnston and Aurora Lucero. Miss Laughlin, W. J. Barker and Lieut. James Baca assisted Mrs. McDonald in the library. During the evening hours Miss Conrag and Miss Olsen dispensed tea and coffee in the dining room. The guests were served by Miss Bratow, Miss Parker and Miss Jacobs. Miss Boyle, Miss Muller and Lieut. R. V. Boyle met the guests in the library.

NEW YEAR'S DINNER.
Mr. and Mrs. Robert S. Cooper were hosts at a delightful dinner. New Year's day. A red color scheme was carried out in the table decorations, flowers and place cards. The table was daintily appointed and the long menu justified the hostess for inviting her guests to dinner at four o'clock in the afternoon. Covers were laid for twelve, the guests being Mr. and Mrs. Frank Anderson, Mr. and Mrs. Julius Ward Johnson, Mr. and Mrs. Harry C. Yontz, Mrs. Ada Andrews and Edward Andrews.

NEW YEAR'S EVE.
The New Year was welcomed in at several private homes in the city where the doors were opened to hear the cathedral bells ring the baby year. Mayor and Mrs. William S. Sargent invited a dozen or more guests to spend the last few hours of 1914 with them. Just before midnight the guests gathered around the supper table and each proposed a toast to 1915 when the January first bells rang out.

HOUSE PARTY DANCE.
Mrs. Fiske and Mrs. Frantz were hostesses Wednesday night at a merry dance in honor of their house guests, Miss Margaret Franz of St. Louis, and Miss Sybil Bunce of Fruita, Colo., and the three sons of the Fiske home, who had returned for the holidays—Rogers, who has a position with the Southern Pacific at Blue Island, Illinois; Eugene, who is studying medicine at the University of Illinois, at Evanston, and Wallace, who is in his sophomore year at the University of Colorado at Boulder. The dance was also in the nature of an announcement of the engagement of Rogers Fiske to Miss Sybil Bunce, a pretty brunette who has made many friends during her short visit at the Fiske home. Both of the young people received the congratulations of their friends who hope to see them here again in the spring. The ball room at the Fiske home lends itself well to decorating and

1914-BRIDGE-1915.
Mr. and Mrs. Frank Andrews were hosts at a New Year's eve party to two dozen of their most intimate friends. Mrs. Andrews planned to bridge over the two years by four games of auction which lasted until half-past eleven. After that the guests were served a delicious New Year's supper. At midnight, after the first New Year's greetings were over, each guest was ordered to open his place card and read aloud the resolution written for him inside. The resolutions were jokes and stunts and caused much merriment among the guests.

DANCE OUT THE OLD.
That men can be the best of hosts was proved Thursday night when four Santa Fe boys entertained their friends at a dance at the Nuburn residence. The hosts were Beverly Baker, Reese Fullerton, Arthur Sorell and H. S. Legue. Their guests were two dozen or more members of the younger set. They danced out the dying year as joyously as they

was very festive with garlands of Christmas greens, scarlet ribbons, holly and mistletoe and even a real Christmas tree weighted down with tinsel, ornaments, stars and icicles. Thirty young people enjoyed Mrs. Frantz's and Mrs. Fiske's hospitality, the out-of-town visitors being the guests of honor, the Misses Greenwood of Frankfort, Penn., Miss Helen Kelly of Las Vegas, and Miss McDonald of Iowa; Harold Fullerton of Albuquerque, and Thornton Vickers, who is at home for the holidays.

FOR MISS KELLY.
Miss Helen Kelly of Las Vegas, was the guest of honor at an informal party given by Miss Ruth Laughlin, Tuesday afternoon. Auction bridge was played at four tables. Those present besides the honor guest were Eleanor Marron, Grace Johnston, Aurora Lucero, Helen Harrison, Jane Groves, Genevieve Morrison, Lillian Parker, Kate Muller, Myrtle Boyle, May Spitz, Miriam Cartwright, Anna Dorman.

Additional Society ON NEXT PAGE.

FIRST NATIONAL BANK

ALBUQUERQUE—N. M.
U.S. GOVERNMENT DEPOSITORY

Your 1915 Bank Account

CHOOSING THE BANK THROUGH WHICH TO TRANSACT YOUR FINANCIAL AFFAIRS DURING 1915 IS AN IMPORTANT MATTER WHICH SHOULD RECEIVE MOST CAREFUL CONSIDERATION. WE INVITE YOU TO OPEN AN ACCOUNT WITH THIS INSTITUTION, WHICH UNIFORMITY EXTENDS COURTEOUS AND EFFICIENT SERVICE TO ITS PATRONS, AND BY REASON OF CONSERVATIVE MANAGEMENT AND AMPLE CAPITAL AND SURPLUS, AFFORDS UNQUESTIONED SAFETY. DEPOSITS—SMALL AS WELL AS LARGE—ARE INVITED.

LARGEST BANK IN NEW MEXICO & ARIZONA